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JAMES R. WOODGATES

BEATLEMANIA RETURNS TO THE U.S.
(INSERTS IN TAPE LIBRARY)

ANNCR: REMEMBER THE BEATLES? THE SHAGGY-HAIRED, SINGING, GUITAR-PLAYING LADS FROM LIVERPOOL (ENGLAND) WHO REVOLUTIONIZED THE POPULAR MUSIC SCENE IN THE SIXTIES... WHO INSPIRED AN HYSTERICAL FRENZY IN THE YOUNG PEOPLE OF THE UNITED STATES THAT AMOUNTED TO A MANIA. WELL, ACCORDING TO VOA'S RUSSELL WOODGATES, BEATLEMANIA HAS RETURNED TO THE U-S-A._____ HAS SOME OF THE HIGHLIGHTS...

TAPE: CUT ONE -- "SHE LOVES YOU" IN FULL, ESTABLISH, THEN FADE UNDER:

VOICE: IF YOU DIDN'T KNOW BETTER, YOU MIGHT THINK THIS IS 1964 ALL OVER AGAIN! JOHN, PAUL, GEORGE AND RINGO HAVE NEVER HAD SUCH A HOLD ON THE AMERICAN ENTERTAINMENT BUSINESS AS THEY DO TODAY....YET NONE OF THE "FAB (SHORT FOR "FABULOUS") FOUR" (AS THEY WERE CALLED) IS DIRECTLY RESPONSIBLE FOR IT!

WE CAN'T REPORT ON PACKS OF SCREAMING GIRLS CHASING BEATLES LIMOUSINES FROM CONCERTS ANYWHERE SINCE THE MID 1960S. AND WE CAN'T REPORT ON A BEATLES REUNION ON A RECORDING: THEIR LAST DISC WAS RECORDED IN THE EARLY 70S. YET, BEATLES ALBUMS CONTINUE TO SELL WELL IN AMERICA, AND THE NAME AND MUSIC KEEP SHOWING UP ON MOVIE SCREENS, TELEVISION SCREENS, ALBUM COVERS AND IN BOOKS.

THIS IS NOTHING NEW AS FAR AS THE BEATLES THEMSELVES ARE CONCERNED BUT TODAY SOME NEW BEATLE NOSTALGIA...WELL-CONCEIVED...WELL-PACKAGED...AND WELL-MARKETED, RANGING FROM

VOICE: (CONT'D) OUTRIGHT IMITATION TO GOOD-NATURED PARODY, IS BEGINNING TO EMERGE. THE RENDITION OF "SHE LOVES YOU" WE JUST HEARD WAS NOT BY THE BEATLES, BUT RATHER BY FOUR AMERICAN BEATLE IMITATORS WHO ARE CURRENTLY IN LOS ANGELES, CALIFORNIA, STARRING IN A LAVISH MULTI-MEDIA STAGE SHOW CALLED "BEATLEMANIA". ANOTHER FOURSOME OF BOGUS BEATLES IS DOING THE SAME SHOW ON BROADWAY IN NEW YORK CITY WHERE "BEATLEMANIA" OPENED LAST YEAR. BEFORE LONG A THIRD "BEATLEMANIA" SHOW MAY ALSO BE OPENING IN CHICAGO.

THE "BEATLEMANIA" SHOW IS AN AMBITIOUS ATTEMPT TO JUXTAPOSE LIVE RENDITIONS OF TWNETY-NINE FAMOUS BEATLES SONGS WITH MORE THAN TEN-THOUSAND POIGNANT IMAGES FROM THE SIXTIES. WATCHING ENORMOUS COLOR SLIDES AND FILM CLIPS AND MOVING LIGHTS THAT BLEEP THE NEWS HEADLINES OF THE DECADE ACROSS A SCREEN, THE "BEATLEMANIA" AUDIENCE IS DRAWN BACK IN TIME TO ROCK FESTIVALS, THE VIETNAM WAR, RACE RIOTS, PEACE MARCHES, PRESIDENTIAL INAUGURATIONS...ALL THE VOLATILE SOCIAL AND POLITICAL EVENTS WHICH PROVIDED SUCH AN EXCITING AND VIVID BACKDROP FOR THE MUSIC OF JOHN LENNON AND PAUL MCCARTNEY.

THE SHOW OPENS WITH A FILM CLIP OF THE REAL BEATLES BEING INTRODUCED TO AN AMERICAN TELEVISION AUDIENCE FOR THE FIRST TIME BACK IN 1964. THEN, THE BEATLE IMPERSONATORS APPEAR BEHIND A SCREEN PLAYING "I WANT TO HOLD YOUR HAND."

TAPE: CUT TWO -- "I WANT TO HOLD YOUR HAND" IN FULL FOR :27, THEN FADE UNDER:

VOICE: BOUNDING AROUND THE STAGE IN THEIR COLLARLESS JACKETS AT THE BEGINNING OF THE SHOW, THE DIFFERENT BEATLE PERSONALITIES ARE HARD TO DISTINGUISH. BUT AS THE TWO-HOUR "BEATLEMANIA" PRODUCTION CONTINUES, THEY BECOME MORE DISTINCT. THE AUDIENCE CAN WATCH THE BEATLES MATURE FROM THEIR MOP-TOPPED ORIGINS TO THEIR ROLES AS MOVIE STARS, DRUG-USERS, SPIRITUAL GURUS (SAGES) AND FINALLY AS MELLOW COUNTER-CULTURE TREND-SETTERS. THERE'S NO MESSAGE, REALLY....JUST A SOMEWHAT ARRESTING LOOK AT HOW FOUR GUYS FROM LIVERPOOL, ENGLAND, MANAGED TO HAVE SUCH AN ENORMOUS IMPACT ON YOUNG AMERICANS GROWING UP DURING THE 60S AND 70S.

TAPE: CUT THREE -- "LET IT BE" SNEAK UNDER:

VOICE: "BEATLEMANIA" CLOSES WITH THIS PENSIVE RENDITION OF "LET IT BE".

TAPE: "LET IT BE" HOLD BRIEFLY AND UNDER:

VOICE: ...THE BEATLES LAST HIT SONG. AND AS THE HEADLINE BILLBOARD FLASHES THE MESSAGE ACROSS A SCREEN: "BEATLES BREAK UP!" IT'S EASY TO FEEL A SENSE OF LOSS ALL OVER AGAIN.

TAPE: "LET IT BE" UP FULL AND FADE OUT

VOICE: IF BEATLEMANIA IS GIVING AMERICANS A MIRROR-IMAGE OF THE "FAB FOUR," (MEANING "FABULOUS" FOUR) SOME OTHER GUYS CALLED "THE RUTLES" (PRON: RUTTLES) HAVE GIVEN US SOMETHING ELSE-- A VERY CLEVER SPOOF OF THE BEATLES, OR AS THEY SAY: "THE PRE-FAB FOUR": (MEANING "PRE-FABRICATED" FOUR)

TAPE: CUT FOUR -- "PIGGY IN THE MIDDLE" UP FULL AND HOLD UNDER

VOICE: THE SONG IS CALLED "PIGGY IN THE MIDDLE" ... A RUTLES TAKE-OFF ON THE BEATLES' SONG "I AM THE WALRUS." THAT'S FROM AN ALBUM OF FOURTEEN RUTLES SONGS WHICH HAS ALREADY BECOME A BEST-SELLER.

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THE RUTLES ARE FOUR MEN (ONE OF THEM AN ENGLISHMEN) UNDER THE DIRECTION OF COMEDIAN, ERIC IDLE, WHO IS KNOW TO MILLIONS OF AMERICANS AS A CHARACTER IN A BRITISH TELEVISION SERIES: MONTY PYHTHON'S FLYING CIRCUS. "PIGGY IN THE MIDDLE" IS ONE OF FIFTEEN ORIGINAL SONGS WRITTEN TO SOUND SIMILAR TO THEIR FAMOUS BEATLES COUTERPARTS, BUT NONETHELESS ENTIRELY DIFFERENT... AND ENTIRELY IRREVERENT SATIRES OF THE SOMETIMES OBSCURIST LYRICS THE BEATLES LIKED TO ENGAGE IN. SONGS LIKE "ALL YOU NEED IS LUNCH," "W.C. FIELDS FOREVER," AND "LET IT ROT" ARE PERHAPS REPRESENTATIVE. /

MORE AMERICANS HAVE SEEN THE RUTLES SO FAR THEN ANY OTHER BEATLES NOSTALGIA GROUP. THEY WERE ON NATIONAL TELEVISION RECENTLY STARRING IN A 90-MINUTE COMEDY DOCUMENTARY TITLED: "ALL YOU NEED IS CASH." INSTEAD OF THE BEATLES, THE PROGRAM STARRED THE "PRE-FAB" FOUR: BARRY, STIG, DIRK AND NASTY, AND CHRONICLED THE STORY OF THEIR RISE TO FAME AND FORTUNE...OR AS THE SUBTITLE SUGGESTED, "THE STORY OF A LEGEND THAT WILL LAST A LUNCHTIME!" /DESPITE ITS TOTALLY FICTITIOUS FOUNDATION,

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"ALL YOU NEED IS CASH" FEATURED SOME GENUINE ROCK STARS... CAMEO APPEARANCES BY A REAL BEATLE GEORGE HARRISION, "ROLLING STONE" MICK JAGGER AND PAUL SIMON, FORMERLY OF THE SIMON AND FARFUNKEL DUO. THEIR PRESENCE IN THE COMDEDY RUSE LENT THE SHOW A BIT OF CREDULITY BUT ONLY THE MOST GULLIBLE WOULD MISTAKE THE RUTLES FOR THE REAL THING. /

VOICE: CONT'D) IF THAT ISN'T ENOUGH BEATLE STUFF, NEXT YEAR WE'LL SEE A FILMED VERSION OF A GENUINE BEATLE ALBUM: "SERGEANT PEPPER'S LONELY HEARTS CLUB BAND." ONCE AGAIN, NONE OF THE BEATLES WILL STAR IN IT, BUT THERE WILL BE SOME OTHER MAJOR ROCK TALENT: THE BEE GEES (AN ENSEMBLE WHICH IS ALREADY WELL ON ITS WAY TO ECLIPSING THE BEATLES' RECORD SALES) AND PETER FRAMPTON. THAT MOVIE WILL ALSO GENERATE A COUPLE OF POSTERS, A RECORD ALBUM AND MILLIONS OF NEW BEATLES FANS.

TAPE: CUT FIVE -- "ALL YOU NEED IS LOVE" IN FULL, ESTABLISH, THEN FADE UNDER:

OICE: IT'S TOO EARLY TO PREDICT JUST HOW FAR THIS RENEWED LOVE FOR THE BEATLES WILL GO IN AMERICA. SOME PEOPLE SAY IT ISN'T THE BEATLES AMERICANS ARE CELEBRATING AT ALL: IT'S REALLY THE SIXTIES...THAT DECADE WHEN SO MANY CHANGES CAME UPON AMERICAN SOCIETY...MANY MORE THAN SEEM TO HAVE FOLLOWED IN WHAT SOME PEOPLE CALL "THE SILENT SEVENTIES." THE REAL BEATLES SEEM TO BE TAKING IT ALL IN STRIDE...BUT THERE ARE NO PLANS FOR A REUNION AT ANY TIME FOR ANY PRICE.

IN ANY CASE, THE REAL BEATLES DON'T SEEM TO HAVE LOST ANYTHING TO THEIR IMITATORS. JUST A FEW WEEKS AGO, A BALTIMORE, MARYLAND RADIO STATION OFFERED TO AWARD THE COMPLETE COLLECTION OF TWENTY-ONE BEATLES RECORD ALBUMS TO THE NINETY-EIGHTH PERSON WHO CALLED THEM ON THE TELEPHONE. WITHIN FIVE MINUTES, THE NUMBER OF PEOPLE DIALING THE STATION'S PHONE HAD REACHED FIFTEEN...THOUSAND!

TAPE: CUT SIX -- "ALL YOU NEED IS LOVE" IN FULL FOR TAG

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